

## Message Text

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PAGE 01 CANBER 03240 280826Z  
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 AID-05 CIAE-00 COME-00 FRB-01  
INR-10 NSAE-00 ICA-20 XMB-04 OPIC-06 SP-02 LAB-04  
SIL-01 OMB-01 NSC-05 SS-15 STR-07 CEA-01 AGRE-00  
DOE-15 SOE-02 DODE-00 PM-05 H-02 L-03 PA-02  
MMO-04 TRSY-06 /142 W  
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R 280534Z APR 78  
FM AMEMBASSY CANBERRA  
TO SECSTATE WASHDC 3123  
INFO ACMONSUL BRISBANE 811  
AMCONSUL MELBOURNE  
AMCONSUL PERTH  
AMCONSUL SYDNEY

UNCLAS CANBERRA 3240

SYDNEY ALSO PASS IMC

E.O. 11652: N/A  
TAGS: ETRD, BEXP, AS  
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT  
POLICY

REF: STATE 095673

1. SUMMARY. THIS MESSAGE ADDRESSES ITSELF TO MATTERS AFFECTING  
EXPORT PROMOTION AND DEVELOPMENT FOR CONSIDERATION BY INTERAGENCY  
TASK FORCE. SUGGESTION IS FOR CONSIDERATION BY PARALLEL GROUP  
AT WORKING LEVEL, KEEPING IN MIND THAT BUSINESS RESPONSE TO USG  
PRONOUNCEMENTS ON (NEW) EXPORT DEVELOPMENT PROGRAMS VERY LIKELY  
WILL BE VIEWED IN CONTEXT OF BUSINESS EXPERIENCE WITH PAST AND  
PRESENT SYSTEMS FOR WHICH BUSINESS IS PAYING A PORTION OF THE TAB.  
END SUMMARY.

2. RECENT USDOC (BIC/OMP) - STATE (EB/OCA) STUDY OF TRADE  
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OPPORTUNITY PROGRAM (TOP) FOCUSES ON PROBLEMS FOR BOTH FOREIGN  
SERVICE AND USDOC DISTRICT OFFICES IN ADMINISTERING SYSTEM  
AND ON ASPECTS OF BUSINESS REACTION TO SYSTEM AND ITS EXPORT  
ACHIEVEMENT RESULTS INCLUDING ITES COST EFFECTIVENESS.

3. WE THEREFORE SUGGEST THAT WORKING LEVEL GROUP ADDRESS ITSELF  
TO THE TOP PROGRAM AS A HIGH PRIORITY ISSUE SINCE SYSTEM HAS

POTENTIAL OF BEING ONE OF MOST EXCELLENT TOOLS AVAILABLE TO BOTH FOREIGN SERVICE AND USDOC IN ITS INTERFACE WITH BUSINESS END-USERS.

4. RECOGNIZING WELL-DOCUMENTED PROBLEMS OF CURRENT SYSTEM IN REFERENCED STUDY; WE WOULD NEVERTHELESS HOPE THAT STUDY-IDENTIFIED FRAWBACKS WOULD NOT PROPEL TASK FORCE TO CONCLUDE THAT "THE BABY BE THROWN OUT WITH THE BATHWATER".

5. FOREIGN SERVICE ADMINISTRATION OF SYSTEM SUGGESTS THAT FOCUS ON ASPECTS OF TOP SYSTEM SUSCEPTIBLE OF RESOLUTION IS PREFERABLE TO INITIATION OF YET ANOTHER SYSTEM THAT WOULD ALSO HAVE TO RUN ITS COURSE WITH ALL THE PROBLEMS OF ASSIMILIATION IN ALREADY HARD PRESSED E/C OFFICES IN THE FOREIGN SERVICE AND PARTICULARLY IN DEVELOPED MARKET AREAS. MOREOVER, THIS REVIEW SUGGESTS POSSIBILITIES FOR IMPROVEMENT OF A RANGE OF OTHER FOREIGN SERVICE ADMINISTERED USDOC PROGRAMS THROUGH BETTER INTERFACE AT POINT OF ORIGIN.

6. REFERENCED STUDY URGES CORRECTLY THAT STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODING PROCESS IS ONE OF MAIN BUGS IN THE TOP SYSTEM. POST AGREES AND SUGGESTS THAT A SYSTEM BE ADDRESSED WHICH WILL PERMIT FOR A MORE FACILE AND PRECISE CLASSIFICATION BY THE FOREIGN SERVICE WHICH WILL IMPROVE CREDIBILITY OF SYSTEM WITH FOREIGN SERVICE (IN TERMS OF REASPNSES) AND USDOC'S BUSINESS END-USERS. AS WELL DOCUMENTED IN STUDY, CURRENT IMPRECISE BASKET SIC UNCLASSIFIED

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CODING (PER FORCE) AT BEST DEBAUCHES SYSTEM'S REPUTATION WITH BUSINESS END-USERS AT HOME AND ABROAD.

7 AS REGARDS INTERFACE. PAST COUNTRY COMMERICAL PROGRAM (CCP) REVIEWS HAVE FOCUSED ON IMPORTANCE OF DEFINITIVE (BY PRECISE NUMBERS THEREOF) ACTIONS IN FOREIGN SERVICE TO REALIZE CCP GOALS AND OBJECTIVES. AMONG THSE ARE FOREIGN TRADERS INDEX (FTI) BASED EXPORT MAILING LIST SERVICE (EMLS) AND PRINT-OUTS BASED PARTICULARLY ON THE FTI UP-DATES. EXPERIENCE HAS SHOWN THAT EMLS GUMMED-LABEL PRINTOUTS, NOTWITHSTANDING SUBSTANTIAL FOREIGN SERVICE INPUTS THROUGH FTI UP-DATES ARE GENERALLY UNSATISFACTORY WHEN PULLED OUT OF THE USDOC COMPUTER BY CURRENT SIC CODED SYSTEM PARTICULARLY WHERE THESE ARE TO BE USED IN MARKET DEVELOPMENT PROGRAMS IN SUPPORT OF USDOC SUPPORTED ACTIVITIES IN KEY TARGET MARKET SECTORS IN DEVELOPED MARKET AREAS. AGENCY DISTRIBUTOR SERVICE (ADS) AND TOP REPORTING ARE NOT NOW INTEGRATED INTO THE EMLS/FTI USDOC COMPUTER SUPPORTED FOREIGN SERVICE PROGRAMS.

8. OUR PROPOSAL IS THAT WORKING LEVEL TASK FORCE, WHILE REVIEWING IMPROVEMENT OF TOP SYSTEM AND PARTICULARLY THE SIC CODING SYSTEM, ALSO ADDRESS ITSELF TO METHODS WHEREBY THE SIC CODING SYSTEM AT POINT OF ORIGIN BE INTEGRATED (AS FAR AS USDOC

COMPUTER IS CONCERNED) WITH OTHER FOREIGN SERVICE ACTIONS IN FTI, WTDR, TOP, AND ADS PROGRAMS. SUCH A SYSTEM COULD HAVE THE OBVIOUS ADVANTAGES OF A STANDARD FORMAT IN FOREIGN SERVICE TELEGRAPHIC REPORTING, USING THE TASK-FORCE DESIGNATED IMPROVED SIC CODING SYSTEM, AND THE ADVANTAGES TO BUSINESS END-USERS IN THE UNITED STATES OF OBTAINING ALL AGENCY AND DIRECT PURCHASE END-USERS ABROAD WHEN USING THE USDOC COMPUTER BASED EMLS PRINTOUTS OF GUMMED-LABEL FTI'S. IN ADDITION, OF COURSE, THIS SYSTEM COULD BE OF IMMENSE VALUE TO USDOC'S TRADE CENTER AND TRADE MISSION PROGRAMS BY ASSURING A MORE PRECISE AUDIENCE IDENTIFICATION SYSTEM WHEN USING THE USDOC COMPUTER FOR OVERSEAS MARKET DEVELOPMENT PROGRAMS, PARTICULARLY (ALTHOUGH NOT EXCLUSIVELY) IN DEVELOPED MARKET AREAS. FOR THE FOREIGN SERVICE, SUCH A SYSTEM COULD BE OF IMMENSE ASSISTANCE TO HARD-PRESSED E/C OFFICERS AND FSL STAFFS BY STAND-UNCLASSIFIED

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ARDIZING THE FOREIGN SERVICE TELEGRAPHIC REPORTING SYSTEM COVERING ALL ADS, TOP, WTDR AND FTI SUBMISSIONS.

9. FINALLY, THE TASK FORCE SHOULD ADDRESS ITSELF TO HOW THE USDOC COMPUTER, BASED ON THE FOREIGN SERVICE REPORTING PROGRAMS IN PARAGRAPH EIGHT, MIGHT KICK OUT STANDARD SIZED AGENCY INDEX CARDS, AS CALLED FOR IN REVISED FOREIGN SERVICE REPORTING SYSTEM AS DESIGNED BY TASK FORCE, FOR MAILING TO FOREIGN SERVICE POSTS ON THE SAME BASIS AS THE USDOC COMPUTER NOW KICKS OUT TOP FOLLOW-UP MAILINGS TO THE FOREIGN SERVICE POSTS.  
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## Message Attributes

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Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014